

HANEYA® Advanced Posetra Solution

Client Use Case

HANEYA AI

Business Use Case: Transitioning from Middleware (Boomi) to a Unified SAP Integrated Architecture for Global Omni-Channel Commerce

Business Problem:

For a high-growth consumer goods and retail enterprise, managing a fragmented omni-channel landscape has become a bottleneck. Currently, the organization relies on **Dell Boomi** as a middleware layer to shuttle orders from diverse sources—**Datatrax, Shopify, Amazon, and TikTok Shop**—into **SAP**.

As order volumes scale during peak seasons and flash sales, this middleware-centric approach has created a "Black Box" effect. Data latency between the web stores and the ERP leads to overselling, while complex mapping in Boomi for kits, bundles, and multi-currency tax calculations has resulted in a "spaghetti" architecture of custom scripts. This dependency on middleware creates significant technical debt, high maintenance costs, and delays in real-time inventory visibility across the global supply chain.

The Solution: Haneya® Posetra AI Solution for Omni-Channel Automation

To modernize this flow, the enterprise deployed the **Haneya® AI / RPA engine** to replace the legacy Boomi middleware, moving toward a **clean-core SAP S/4HANA®** integration. By shifting from a "pass-through" middleware to an AI-driven automation layer, Haneya handles the heavy lifting of commerce-to-ERP translation natively.

Key Technical Capabilities:

- **Direct-to-SAP Integration:** Replaces Boomi's external mapping with SAP-certified logic, ensuring orders from TikTok Shop or Amazon are created as "Clean" SAP Sales Orders (VA01) instantly.
- **Complex Order Logic:** Automatically handles functional gaps that middleware struggles with, such as **Sales BOMs (Kits)**, **Product Interchangeability** (substituting out-of-stock items), and **Free Goods/Promotional logic**.
- **Clean Core Architecture:** Retires dozens of custom Boomi connectors and "WRICEF" objects within SAP. No new custom code is required in the ERP to handle unique Shopify or Amazon data formats.
- **AI-Driven Reconciliation:** Haneya agents automatically reconcile payments from Shopify Payments or Amazon Settlement reports against SAP AR records, eliminating manual finance cleanup.

Business Value:

- **Agility & Speed:** 50% faster deployment of new sales channels (e.g., launching a new TikTok Shop region) compared to traditional Boomi development cycles.
- **Cost Efficiency:** Significant reduction in Total Cost of Ownership (TCO) by eliminating Boomi licensing fees and the overhead of specialized middleware consultants.
- **Operational Integrity:** Near-zero "order fallout" (failed syncs), ensuring that a customer buying on Amazon sees the same inventory levels as one on Shopify.
- **Financial Accuracy:** Real-time tax and currency conversion for global sales, ensuring "Day 1" financial closing readiness without manual spreadsheet reconciliation.
- **Future-Proofing:** Fully compatible with **RISE with SAP**, allowing the commerce engine to remain stable whether the environment is On-Prem, Cloud, or Hybrid

This is not reporting automation; it is operational automation embedded directly within SAP. More details @[HANEYA AI](#).

Contact Information

VISIONSOFT Inc.
JC, Client Manager
Direct: +1 609 759 2967.
Cell#+1 732 532 9164
JC@Visionsoft.com
GTM@Visionsoft.co